



>Connect | London

September 16-17, 2026
Business Design Centre

The industry's leading event returns to London in 2026 for its 26th year, uniting the data center ecosystem to design, build, and operate sustainable data centers for the AI age

"As always DCD London is the main event in the calendar for catching up with contacts and meeting new industry leads."

CFO, Hyphen

Why DCD>Connect | London?

For over 25 years, DCD>Connect | London has been the premier event for the European data center ecosystem, helping technology vendors & service providers across the industry to build meaningful connections with the region’s leading engineering, operations, procurement and design/build professionals.

With a focus on maximizing in-person connections through experiential, memorable networking experiences, our Connect series gives you a unique opportunity to build rapport with high-intent buyers across all four stages of the buyer journey, with bespoke packages incorporating brand awareness, content creation and thought leadership, and demand generation to ensure you’re maximizing your time out of the office.

Sponsorship provides you with access to:

- > Unparalleled networking opportunities with over 5,000+ industry leaders
- > Two days of expert led content, technology discovery and premium networking opportunities providing award winning insights into the evolving data center landscape
- > Industry-leading content, from over 200+ local and regional speakers
- > Access to the co-located DCD>Investment event, providing insights into the financing, M&A and investment activity shaping the European market
- > Access to the co-located AI Compute event, providing insights into the future of IT infrastructure & AI deployment across Europe
- > Showcase your tech and solutions to a qualified audience of buyers alongside 150+ technology providers

Exclusive insights from an expert local & regional speaker line up



Mark O'Neill
Senior Procurement Manager - EMEA, Data Center Supply Chain
Microsoft



Sarah Davey
Director EMEA, Digital Infrastructure, Design & Construction
Equinix



Konstantin Hartmann
Managing Director EMEA
NTT Global Data Centers



Michael Blake
Community Development Manager, Europe, Middle East & Africa
Google



Mauro Leuce
Senior Director Global Design and Engineering Standards
Digital Realty



Cara Mascini
Chief Sustainability Officer
Switch Datacenters

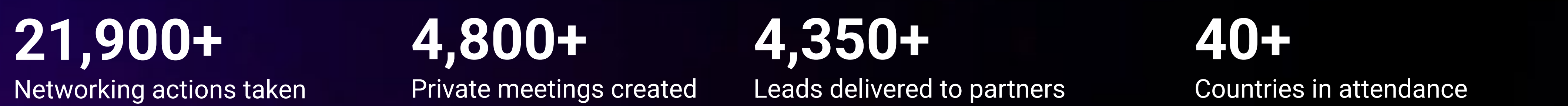
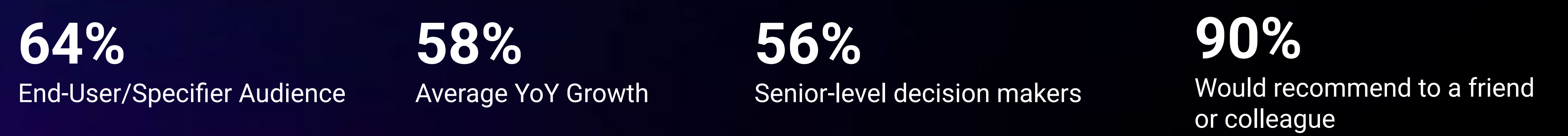
Contact Us:

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Matthew Hall
New Business Manager
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Our Audience

For over 25 years, DCD has been the go-to source for operators & specifiers working across Europe looking to make informed purchasing decisions



Comprehensive Turnkey Packages

Maximize your onsite ROI with a sponsorship package that enables you to effectively target all four stages of the buyer journey at Connect | London

Headline Partner

Maximize Your Impact Across the Event Lifecycle

Branding

Pre-event

- ✓ Your brand on the event website & in digital marketing promotion
- ✓ 50k RoS banner impressions on the DCD website
- ✓ 1x full page magazine ad (DCD>Quarterly Magazine with 48,000+ subscribers)

Onsite

- ✓ Physical branding throughout the venue
- ✓ Logo positioned on the main stage
- ✓ Logo or ad promoted on video walls / holding slides in breakout rooms
- ✓ Additional brand positioning at the Icebreaker, Cafe-Bar or Closing party (first come, first serve basis)
- ✓ Your branding on a hanging banner above your Interconnect Lounge
- ✓ Dedicated push notification to all delegates via the event meeting platform

Post-event

- ✓ Logo on post-event report

Lead Generation

Pre-event

- ✓ **Pre-event survey data** to better prioritize and target key prospects when setting up meetings via the networking app

Onsite

- ✓ **Onsite stand data** know exactly which buyers have visited your stand and demonstrated behavioural intent onsite
- ✓ **Onsite Lead Generation** scan attendee badges and collect their contact details for post-event follow up

Post-event

- ✓ **Post event behavioural data** receive an intent-based attendee list of the delegates who demonstrated the highest buying intent for your solutions/services onsite

Onsite Networking & Exhibition

Pre-event

- ✓ Access to the networking platform including full audience data, capability to book 1-2-1 meetings and insights into buyer intent
- ✓ Unlimited guest passes to invite your clients from enterprise & hyperscale operators, or those in technical positions at colocation and advisory firms

Onsite

- ✓ 14 event partner passes
- ✓ Access to the event's official networking functions (Icebreaker, Closing Happy Hour Drinks etc)
- ✓ Highlight your product or solutions in the Data Center Tech Zone or via a White Space
- ✓ Interconnect Lounge stand package
- ✓ Private meeting room

Post-event

- ✓ **Lead Nurturing** Includes: high intent audience data from all of your lead gen sessions, all scanned data from your app lead scanner (with contact details), full access to our post-event behavioural profiling data studio (without contact details)

Thought Leadership

Pre-event

- ✓ Your speaker bio and headshot promoted on the event's website and agenda
- ✓ Social cards provided by DCD for use in your external promotional activity

Onsite

- ✓ Seat on a Major Panel on the main stage (session lead capture included)
- ✓ Seat on a Debate panel (session lead capture included) - *non-exclusive*
- ✓ 5x5 Lightning Pitch (session lead capture included) - *subject to availability*

Post-event

- ✓ The digital media asset for your session (MP4 file) - *excludes DCD>Debates*
- ✓ Promotion of your content via relevant DCD channels
- ✓ 1x session write up for further message amplification
- ✓ 1x seat on a DCD>Broadcast panel (we underwrite a guarantee of 150 MQLs)

Total Investment: £140,000

Tera Partner

Comprehensive Impact

Branding

Pre-event

- ✓ Your brand on the event website & in digital marketing promotion
- ✓ 50k RoS banner impressions on the DCD website
- ✓ 1x full page magazine ad (DCD>Quarterly Magazine with 48,000+ subscribers)

Onsite

- ✓ Physical branding throughout the venue
- ✓ Logo positioned on the main stage
- ✓ Logo or ad promoted on video walls / holding slides in breakout rooms
- ✓ Additional brand visibility with positioning at catering points
- ✓ Your branding on a hanging banner on top of your Interconnect Lounge
- ✓ Dedicated push notification to all delegates via the event meeting platform

Post-event

- ✓ Logo on post-event report

Lead Generation

Pre-event

- ✓ **Pre-event survey data** to better prioritize and target key prospects when setting up meetings via the networking app

Onsite

- ✓ **Onsite stand data** know exactly which buyers have visited your stand and demonstrated behavioural intent onsite
- ✓ **Onsite Lead Generation** Scan attendee badges and collect their contact details for post-event follow up

Onsite Networking & Exhibition

Pre-event

- ✓ Access to the networking platform including full audience data, capability to book 1-2-1 meetings and insights into buyer intent
- ✓ Unlimited guest passes to invite your clients from enterprise & hyperscale operators, or those in technical positions at colocation and advisory firms

Onsite

- ✓ 9 event partner passes
- ✓ Access to the event's official networking functions (Icebreaker, Closing Happy Hour Drinks etc)
- ✓ Interconnect Lounge stand package
- ✓ **Interconnect Lounge Add On** for mid-sized equipment - dependent on size/dimensions and weight

Post-event

- ✓ **Lead Nurturing** Includes: high intent audience data from all of your lead gen sessions, all scanned data from your app lead scanner (with contact details), full access to our post-event behavioural profiling data studio (without contact details)

Thought Leadership

Pre-event

- ✓ Your speaker bio and headshot promoted on the event's website and agenda
- ✓ Social cards provided by DCD for use in your external promotional activity

Onsite

- ✓ Seat on a Debate panel (session lead capture included) - *non-exclusive*
- ✓ Interview on the DCD>Talks Stage (session lead capture included), or a Technology Showcase / Facility Tour
- ✓ 5x5 Lightning Pitch (session lead capture included) - *subject to availability*

Post-event

- ✓ The digital media asset for your session (MP4 file) - *excludes DCD>Debates*
- ✓ Promotion of your content via the relevant DCD channels
- ✓ 1x session write up for further message amplification

Total Investment: £85,000

Giga Partner

Drive Education & Lead Generation

Branding

Pre-event

- ✔ Brand on the event website & in digital marketing promotion
- ✔ 50k RoS banner impressions on the DCD website

Onsite

- ✔ Physical branding throughout the venue
- ✔ Logo positioned on the main stage
- ✔ Logo or ad promoted on video walls / holding slides in breakout rooms
- ✔ Mezzanine Railings Branding - *subject to availability*

Post-event

- ✔ Logo on post-event report

Lead Generation

Pre-event

- ✔ **Pre-event survey data** to better prioritize and target key prospects when setting up meetings via the networking app

Onsite

- ✔ **Onsite Lead Generation** Scan attendee badges and collect their contact details for post-event follow up

Onsite Networking & Exhibition

Pre-event

- ✔ Access to the networking platform including full audience data, capability to book 1-2-1 meetings and insights into buyer intent
- ✔ Unlimited guest passes to invite your clients from enterprise & hyperscale operators, or those in technical positions at colocation and advisory firms

Onsite

- ✔ 6 event partner passes
- ✔ Access to the event's official networking functions (Icebreaker, Closing Happy Hour Drinks etc)
- ✔ Medium Networking PoP stand package

Post-event

- ✔ **Lead Nurturing** Includes: high intent audience data from all of your lead gen sessions, all scanned data from your app lead scanner (with contact details), full access to our post-event behavioural profiling data studio (without contact details)

Thought Leadership

Pre-event

- ✔ Your speaker bio and headshot promoted on the event's website and agenda
- ✔ Social cards provided by DCD for use in your external promotional activity

Onsite

- ✔ Seat on a DCD>Debate panel (session lead capture included) - *non-exclusive*
- ✔ Interview on our DCD>Talks stage (session lead capture included & MP4 files of your interview) or a Technology Showcase / Facility Tour

Post-event

- ✔ The digital media asset for your session (MP4 file) - *excludes DCD>Debates*
- ✔ Promotion of your content via the relevant DCD channels
- ✔ 1x session write up for further message amplification

Total Investment: £50,000

Mega Partner

Maximize your networking opportunities

Branding

Pre-event

- ✔ Brand on the event website & in digital marketing promotion
- ✔ 50k RoS banner impressions on the DCD website

Onsite

- ✔ Physical branding throughout the venue
- ✔ Logo positioned on the main stage

Post-event

- ✔ Logo on post-event report

Lead Generation

Pre-event

- ✔ **Pre-event survey data** to better prioritize and target key prospects when setting up meetings via the networking app

Onsite

- ✔ **Onsite Lead Generation** Scan attendee badges and collect their contact details for post-event follow up

Onsite Networking & Exhibition

Pre-event

- ✔ Access to the networking platform including full audience data, capability to book 1-2-1 meetings and insights into buyer intent
- ✔ Unlimited guest passes to invite your clients from enterprise & hyperscale operators, or those in technical positions at colocation and advisory firms

Onsite

- ✔ 4 event partner passes
- ✔ Access to the event's official networking functions (Icebreaker, Closing Happy Hour Drinks etc)
- ✔ Medium Networking PoP stand package

Post-event

- ✔ **Lead Nurturing** Includes: high intent audience data from all of your lead gen sessions, all scanned data from your app lead scanner (with contact details), full access to our post-event behavioural profiling data studio (without contact details)

Thought Leadership

Pre-event

- ✔ Your speaker bio and headshot promoted on the event's website and agenda
- ✔ Social cards provided by DCD for use in your external promotional activity

Onsite

- ✔ 5x5 Lightning Pitch (session lead capture included) - *subject to availability*

Post-event

- ✔ The digital media asset for your session (MP4 file) - *excludes DCD>Debates*
- ✔ Promotion of your content via the relevant DCD channels

Total Investment: £27,000

Associate Partner

Foundational access to establish connections

Branding

Pre-event

- ✔ Brand on the website, brand on the event's digital marketing promotion (Tiered positioning based on package taken)

Onsite

- ✔ Physical branding throughout the venue (Tiered positioning based on package taken)
- ✔ Logo positioned on the main stage (Tiered positioning based on package taken)

Post-event

- ✔ Logo on post-event report

Lead Generation

Onsite

- ✔ **Onsite Lead Generation** Unlock lead scanning functionality on the event app, enabling you to scan attendee's badges and collect their contact details for post-event follow up

Onsite Networking and Exhibition

Pre-event

- ✔ Access to the networking platform including full audience data, capability to book 1-2-1 meetings and insights into buyer intent
- ✔ Unlimited guest passes to invite your clients from enterprise & hyperscale operators, or those in technical positions at colocation and advisory firms

Onsite

- ✔ 2 event partner passes
- ✔ Access to the event's official networking functions (Icebreaker, Closing Happy Hour Drinks etc)

Total package price: £10,000

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Exhibition-Only Turnkey Packages

Create the perfect environment for meeting new buyers and hosting existing partners for discussions and demos



Interconnect Lounge Package

Provide your onsite team with a premium setting to host meetings, run tech demos and engage with new and existing customers in a relaxed, informal space.

Pre-Event

- ✓ Brand on the website, brand on the event's digital marketing promotion (Tiered positioning based on package taken)
- ✓ Digital package promoting your involvement, including **1 x full page advert** in the DCD>Quarterly magazine and **50,000 RoS banner impressions** on the DCD website
- ✓ 3-Weeks pre-event access to the **Connect Live online networking platform** and app to schedule 1-2-1 meetings with key prospects and maximize your time onsite
- ✓ Unlimited guest passes to invite your clients from enterprise & hyperscale operators, or those in technical positions at colocation and advisory firms

Onsite

- ✓ 4 event partner passes
- ✓ **Onsite Lead Generation** Unlock lead scanning functionality on the event app, enabling you to scan attendee's badges and collect their contact details for post-event follow up
- ✓ Fully branded and furnished meeting environment on the show floor
Stand Specifications:
Stand Size: 13'(W) x 10'(D) x 8'(H)
Screen Size: 50" LCD & HDMI Cable
Branding Area: 13'(W) x 4'(H)
Furniture: Stools, table & seating for 4+
- ✓ Opportunity to add an **Interconnect Lounge Upgrade** to showcase product & kit
- ✓ Participation in the dedicated **Explore the Floor Hour** to engage in in-depth discussions, answer questions & hold tech demos with buyers
- ✓ Opportunity to present in the **5x5 Lightning Pitch session** in the heart of the show floor

Post-Event

- ✓ One month's further access to the Connect Live networking platform post-event to send follow up messages, export your scanned lead data meetings and gain insights into buyer intent
- ✓ The **high intent audience data** from your 5x5 Lightning Pitch session (with contact details) - available to export from your data studio post-event
- ✓ Full access to our **behavioral profiling data studio** for effective post-event lead follow up
- ✓ Logo on post-event report

Total package price: £35,000

Medium Networking PoP Package

Our Medium PoP provides your sales execs with a dedicated position on the show floor to show product/service video demos, and host pre-arranged meetings.

Pre-Event

- ✓ Brand on the website, brand on the event's digital marketing promotion (Tiered positioning based on package taken)
- ✓ Digital package promoting your involvement, including **50,000 RoS banner impressions** on the DCD website
- ✓ 3-Weeks pre-event access to the **Connect Live online networking platform** and app to schedule 1-2-1 meetings with key prospects and maximize your time onsite
- ✓ Unlimited guest passes to invite your clients from enterprise & hyperscale operators, or those in technical positions at colocation and advisory firms

Onsite

- ✓ 3 event partner passes
- ✓ **Onsite Lead Generation** Unlock lead scanning functionality on the event app, enabling you to scan attendee's badges and collect their contact details for post-event follow up
- ✓ Fully branded and furnished meeting environment on the show floor
Stand Specifications:
Stand size: 5'(W) x 5'(D) x 8'(H)
Screen size: 43" LCD and HDMI cable
Branding area: 5'(W) x 3'(H)
Furniture: High stools x2 & Meeting Table
- ✓ **Optional discounted upgrade:** Opportunity to participate in the 5x5 Lightning Pitch session which includes the high intent audience data from the session. (+£2,000)
- ✓ Participation in the dedicated **Explore the Floor Hour** to engage in in-depth discussions, answer questions & hold tech demos with buyers

Post-Event

- ✓ One month's further access to the Connect Live networking platform post-event to send follow up messages, export your scanned lead data meetings and gain insights into buyer intent
- ✓ Full access to our **behavioral profiling data studio** for effective post-event lead follow up
- ✓ Logo on post-event report

Total package price: £24,500

Small Networking PoP Package

Our entry level Networking PoP provides your sales execs with a dedicated position to drive 1-2-1 interactions and engage with buyers on the showfloor.

Pre-Event

- ✓ Brand on the website, brand on the event's digital marketing promotion (Tiered positioning based on package taken)
- ✓ 3-Weeks pre-event access to the **Connect Live online networking platform** and app to schedule 1-2-1 meetings with key prospects and maximize your time onsite
- ✓ Unlimited guest passes to invite your clients from enterprise & hyperscale operators, or those in technical positions at colocation and advisory firms

Onsite

- ✓ 2 event partner passes
- ✓ **Onsite Lead Generation** Unlock lead scanning functionality on the event app, enabling you to scan attendee's badges and collect their contact details for post-event follow up
- ✓ Fully branded and furnished meeting environment on the show floor
Stand Specifications:
Stand size: 3'(W) x 5'(D) x 8'(H).
Branding area: 3'(W) x 3'(H)
Furniture: High stools x1 / cocktail table
- ✓ Participation in the dedicated **Explore the Floor Hour** to engage in in-depth discussions, answer questions & hold tech demos with buyers

Post-Event

- ✓ One month's further access to the Connect Live networking platform post-event to send follow up messages, export your scanned lead data meetings and gain insights into buyer intent
- ✓ Logo on post-event report

Total package price: £13,200

Build-to-Suit Solutions

Create a bespoke package aligned to your sales and marketing goals, including new product launches, technology updates and more

Type	Sponsorship Options	Rate Card
Show Floor	White Space	£16,000
Show Floor	Interconnect Lounge	£35,000
Show Floor	Networking PoP (Medium)	£24,500
Show Floor	Networking PoP (Small)	£13,200
Show Floor	Start-up Zone Stand	£2,500
Thought Leadership	Debates	£12,000
Thought Leadership	5x5 Lightning Pitch	£4,000
Thought Leadership	Major Panel	£20,000
Thought Leadership	DCD>Talks	£11,500
Thought Leadership	Facility Showcase	£11,500
Thought Leadership	Tech Showcase	£11,500
Thought Leadership	Lunch Briefing	£31,000
Thought Leadership	Welcome Lunch	£31,000
Thought Leadership	VIP Cocktail Hour	£25,000
Networking & Hospitality	Private VIP Dinner	£30,000 (excludes F&B)
Networking & Hospitality	Icebreaker Networking Party	£44,000
Networking & Hospitality	Closing Happy Hour Drinks Cocktail	£19,000
Networking & Hospitality	Next-Gen Under 30s Happy Hour	£10,000
Networking & Hospitality	Barista Station or Coffee bar or Smoothie Station	£19,000
Networking & Hospitality	Cafe-Bar	£20,000
Networking & Hospitality	Meeting Room	£6,000
Networking & Hospitality	Networking Platform Sponsor	£15,000
Networking & Hospitality	VIP Lounge Sponsorship	£15,000
Onsite Branding	Registration Sponsorship	£17,000
Onsite Branding	Official Event Lanyard Sponsorship	£20,000
Onsite Branding	Connectivity/WiFi Sponsor	£10,000
Onsite Branding	Video Wall Ad	£3,000
Onsite Branding	Water Station Sponsorship	£10,000
Onsite Branding	Activities Sponsorship (5K run etc)	£8,500
Brand Awareness	Various Branding Opportunities <i>*please speak to your account manager for venue specific branding opportunities</i>	POA

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Registration enquiries

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Connect | Virginia
Nov 3-4, 2025

Connect | New York
Mar 23-24, 2026

Connect | London
Sep 16-17, 2025

Connect | MENA
Apr 20-21, 2026

Connect | LATAM
Sep 30 - Oct 1,
2025

Connect | Southern Europe
May 6-7, 2026

Connect | APAC
Jun 8-10, 2026

Connect | Brasil
Nov 4-5, 2025

Connect | India
October, 2026